

# Golf

## Current Participation



UK Deaf Sport

10% of deaf/HoH people -- 5th most popular sport

### Demographics

#### Prevalent Locations

18% of Wales  
12% of London



#### Prevalent Age Groups

18% 26-44s



#### Gender

5% of females  
14% of males



### Hearing Impairment

#### Level of Hearing Loss

Most prevalent in moderately deaf people



#### Communication

73% Spoken English  
57% BSL



15% have other impairments or conditions



### Sports Participation

#### Level of Sports Participation

67% play sport more than once per week



87% play sport for over 30 minutes per session



£68 spent on average per month on sport



#### Travelling to Play Sport

55% travel under 30 minutes to play sport



58% travel by car

#### Primary Motivations

88% Enjoyment  
73% Socialising  
61% Keeping fit & healthy



25% take part in golf sport competitions



#### Sport Environment

*with deaf only or with anybody (disabled and non-disabled)*



Current: 61% with anybody  
Preferred: 71% with anybody

### Marketing Channels

#### Current

51% Friends & family  
47% Facebook

#### Preferred

49% Facebook  
41% Friends & family



# Golf

## Future Participation



UK Deaf Sport

8% of deaf/HoH people -- 5th highest latent demand

### Demographics

#### Prevalent Locations

15% of Scotland

15% of North East

9% of Yorkshire & Humber



#### Prevalent Age Groups

10% of 65-74s

9% of 45-64s



#### Gender

4% of females/11% of males



### Hearing Impairment

#### Level of Hearing Loss

Most prevalent in profoundly deaf people

#### Communication

67% Spoken English

30% BSL

18% have other

impairments or conditions



8% of those who currently play sports

9% of those who do not currently play any sports

### Current Physical Activity

53% physically active

3x per week or more

#### Popular Types of Physical Activity

70% Walking

33% Swimming



### Sport Motivations and Barriers

#### Primary Motivations

73% Keeping fit & healthy

69% Enjoyment

#### Common Barriers

22% Lack of fitness

22% Lack of time



### Future Sport Environment

*with deaf only or with anybody (disabled and non-disabled)*

84% with anybody



### Preferred Marketing Channels

45% Internet search

42% Facebook

32% Email updates

